



# NJ Summer Meals Summit



REINVESTMENT  
FUND

A PROGRAM OF THE  
CENTER FOR FOOD ACTION

**Hunger Free  
New Jersey**

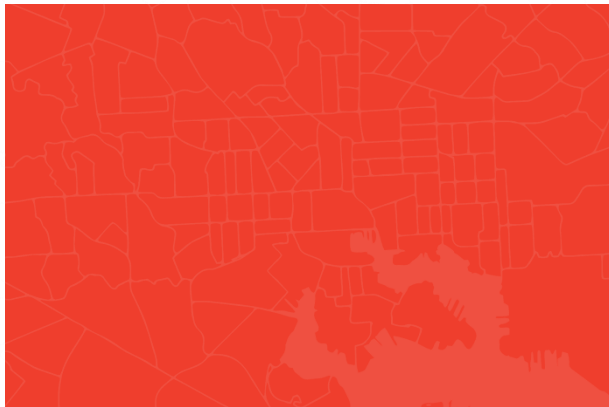
*Fueling Change. Feeding All.*



*This initiative is supported by the Robert Wood Johnson Foundation.*



**Summer Meals in NJ:  
Access, Shortage, and Need**  
*Jacob Rosch, Policy Solutions*



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# Findings from HFNJ's "State of Summer Meals 2019"

## Statewide Participation Data Shows Progress...

New Jersey's SFSP Participation in July, 2018



3.1M

Total Meals Served



103,000

NJ Children Fed Per Day



1,357

Individual Meal Sites

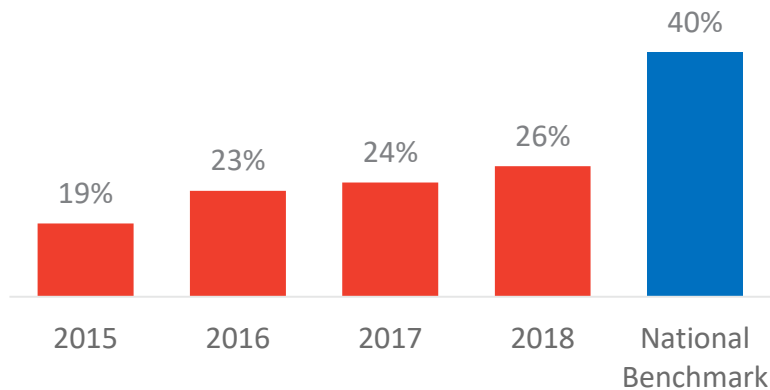


\$12.7M

Federal Funds to New Jersey

## ...but Substantial Work Remains

SFSP Participation Rate Among Free and Reduced Price Lunch (FRL) Eligible Children, 2015 to 2019



~80,000 student gap  
(>\$5M in additional federal funding)

### Summer Meal Sites

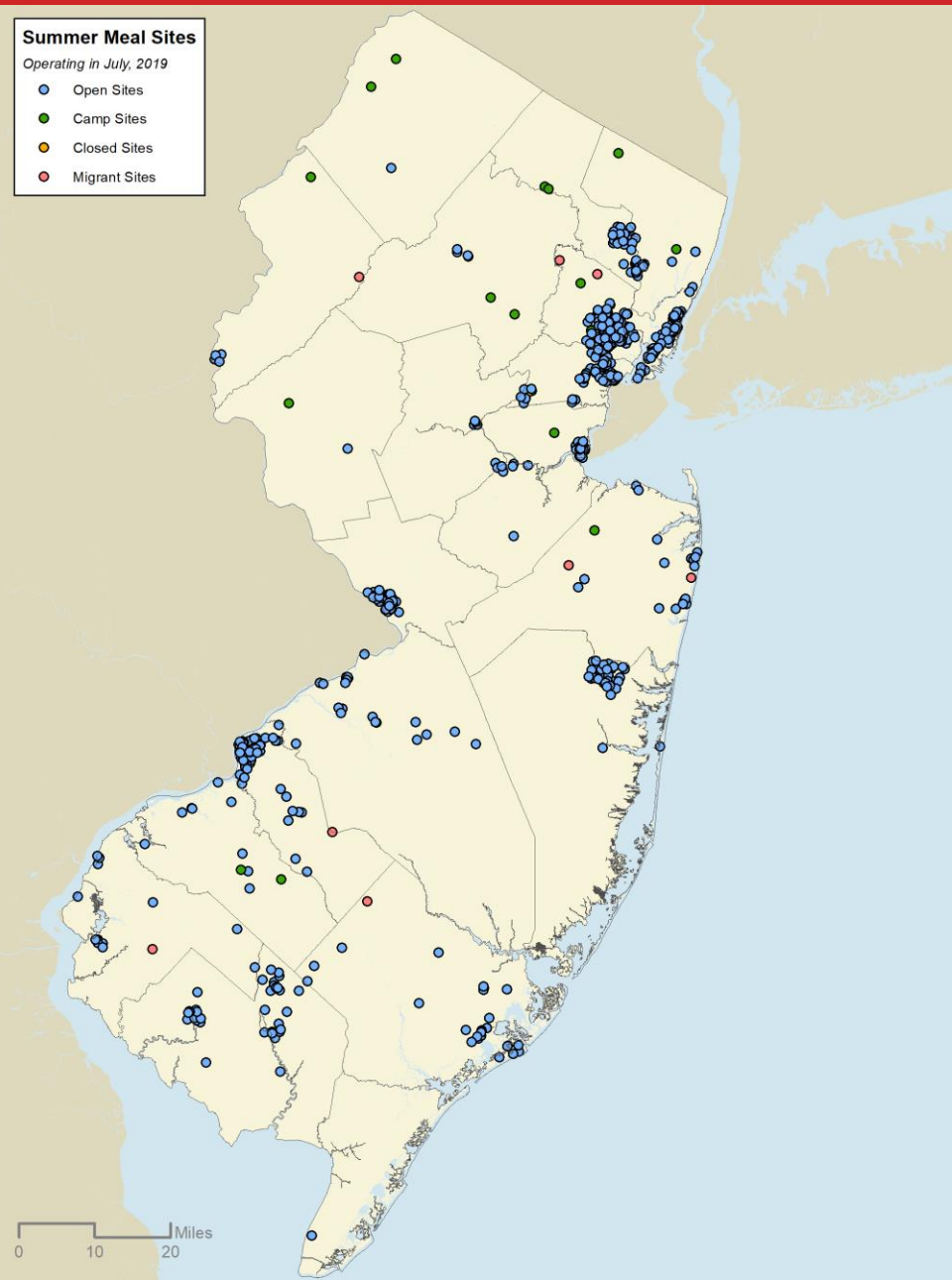
Operating in July, 2019

● Open Sites

● Camp Sites

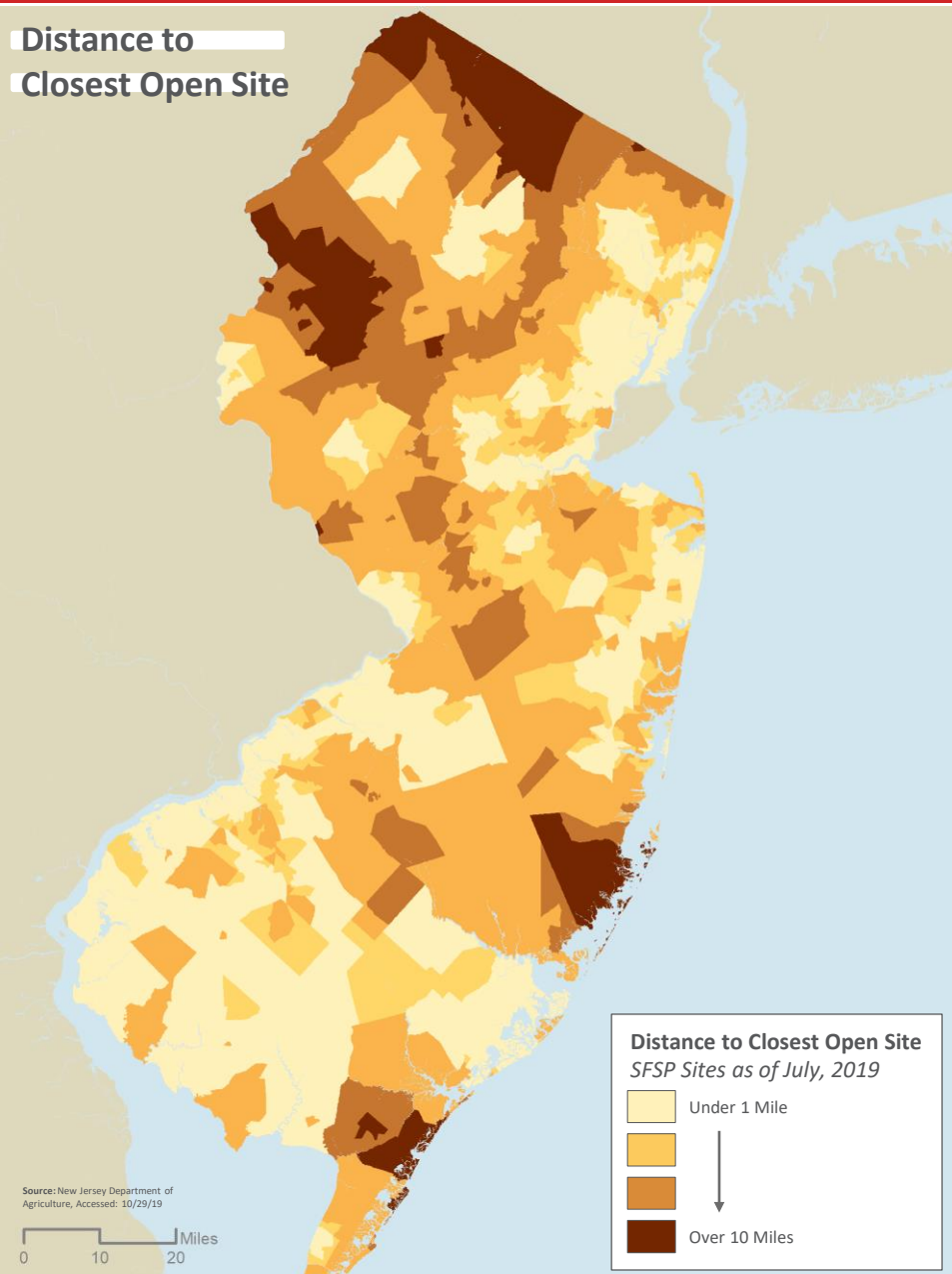
● Closed Sites

● Migrant Sites



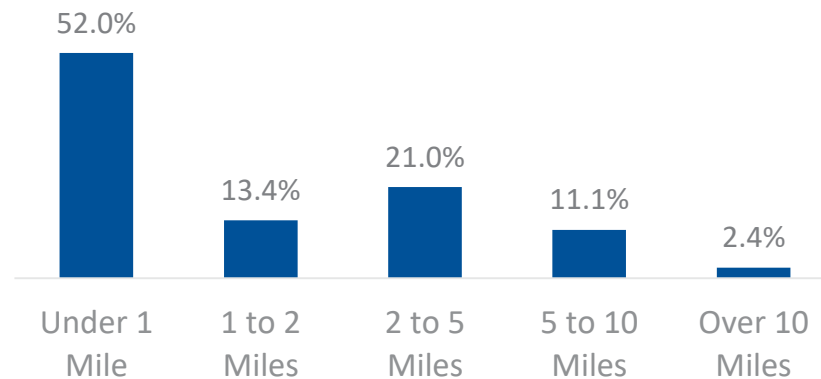
# Distance is One Barrier to Accessing Summer Meals

Distance to  
Closest Open Site



## Most Children in New Jersey Live Within a 20-Minute Drive of a Summer Meals Site

Share of Residents Under 18 by Distance to Closest SFSP Open Site



**36,031**

Number of FRL Eligible Children Under 18 Over 5-miles from the closest SFSP Site

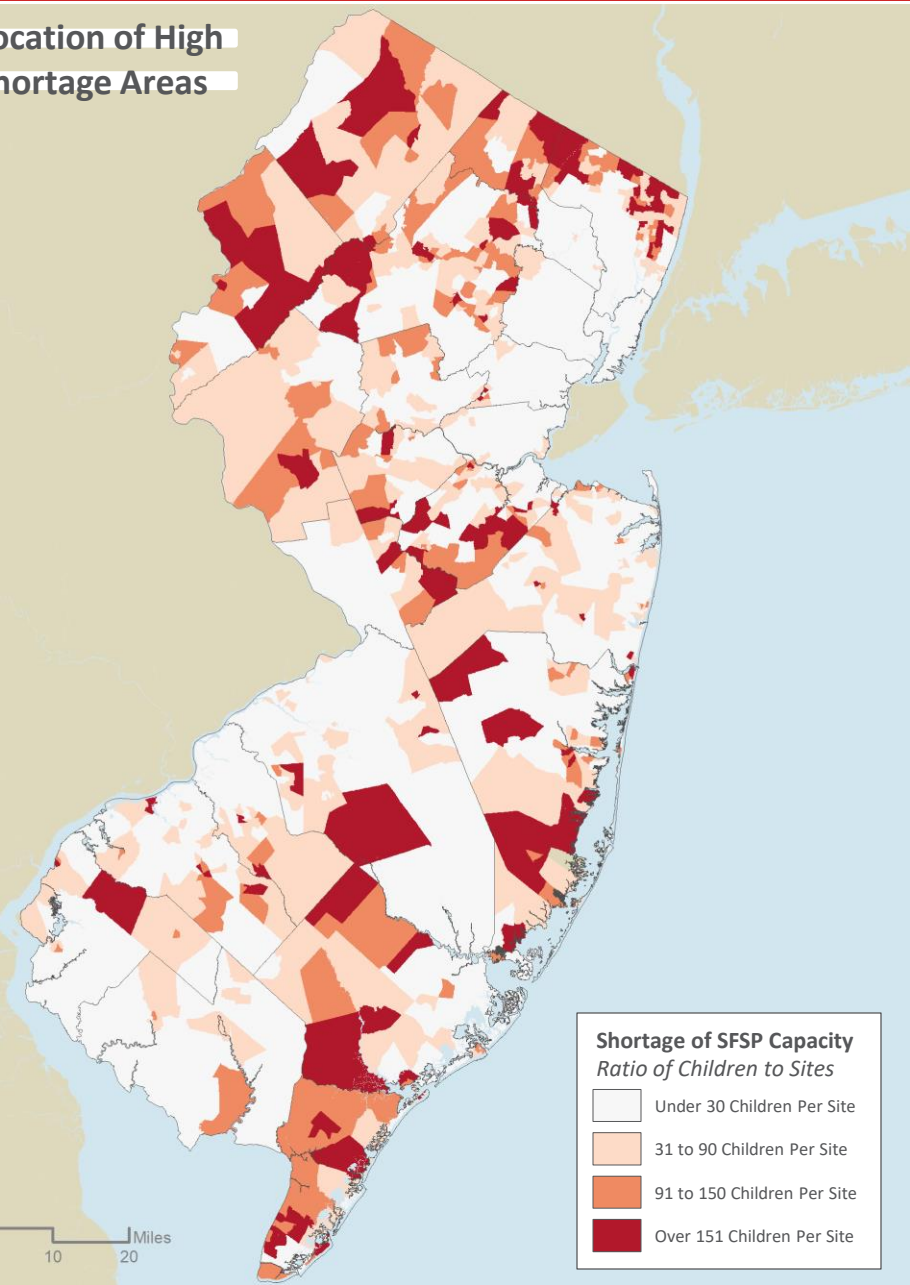
**1 in 4**

Proportion of FRL Eligible Children Living Far from Sites Under the Age of 6

Source: Eligibility defined as living in a family earning below 185% of the federal poverty rate. All population estimates from ACS, 2013-17

# Where is Capacity a Barrier to Access?

## Location of High Shortage Areas



## Identifying Areas with Inadequate Access to Summer Meal Sites

Open Sites serving meals in July within 5 miles of each Census Tract

Free and Reduced-Price Lunch (FRL) Population in each Census Tract

Tracts with more than 90 FRL Eligible Children for every site in July, 2018

## Population in High Shortage Areas

100,819

Number of FRL Eligible Children Living in High Shortage Areas

1 in 3

Proportion of FRL Children in High Shortage Areas Under the Age of Six

### Shortage of SFSP Capacity Ratio of Children to Sites



Source: Eligibility defined as living in a family earning below 185% of the federal poverty rate. All population estimates from ACS, 2013-17



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# What Role Can Public Facilities Play in Addressing Shortages

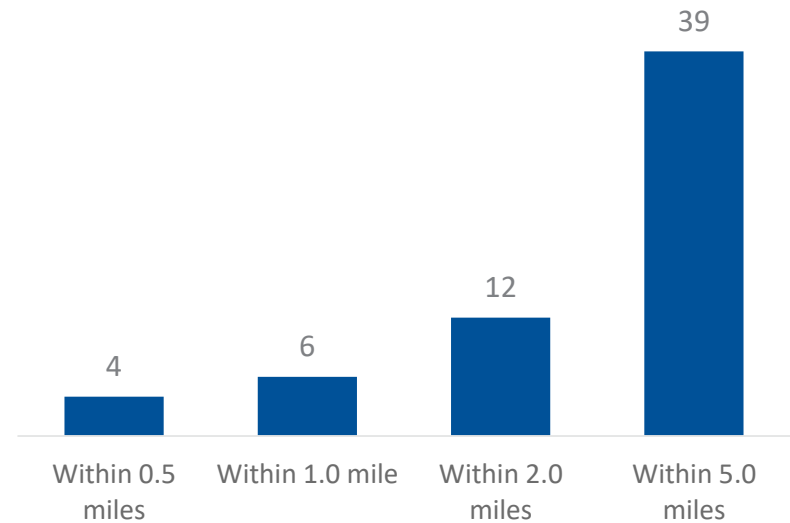
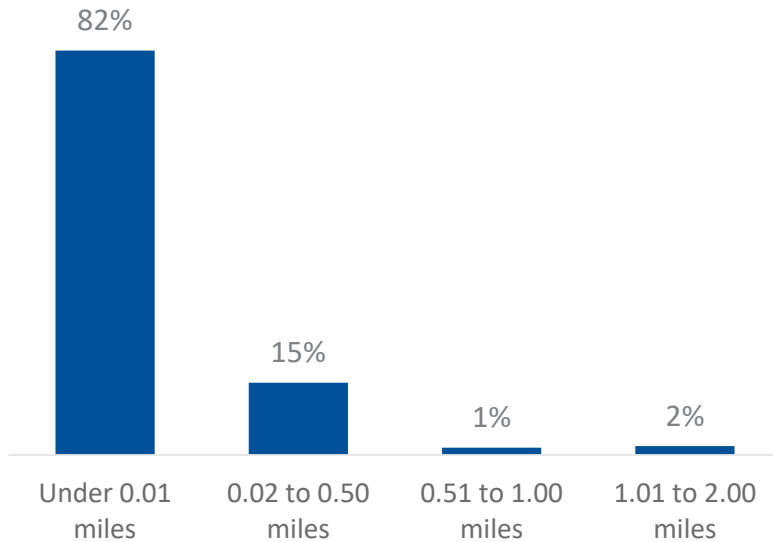
*Every High Shortage Area is Within 2-miles of a School District or Charter School Facility*

## The Majority of High Shortage Areas are Within a Half-Mile of a School District or Charter Facility

*Distance to the Closest School Facility Within High Shortage Areas*

## Most High Shortage Areas Are Near Multiple School District or Charter School Facilities

*Average Number of School Facilities by Distance Among High Shortage Areas*



## Other Types of Public Facilities

- Public Libraries
- Community Pools
- Social Service Agencies
- Parks
- Housing Authorities
- Non-profit agencies
- Playgrounds
- Recreation Centers
- Health Centers



# Overview of Summer Meals Program and Mandate

Rose Tricario  
New Jersey Department of Agriculture



Summer  
Meals  
Summit

A Program of  
Center for Food Action

**Hunger Free  
New Jersey**

*Fueling Change. Feeding All.*







# New Jersey Food for Thought Campaign

Launched in 2011 and led by Hunger Free New Jersey

Goal is to reduce childhood hunger by expanding access to federal child nutrition programs

Successful partnership among state agencies, education organizations, municipal government, health, anti-hunger and child advocates.



# NJ's Summer Meals Law

On May 30, 2018 Governor Phil Murphy signed into law a bill that will help boost summer meal participation.

Districts with at least 50 percent of students eligible for free or reduced-price meals must participate in the Summer Food Service Program by 2020.

More than 100 districts subject to the new requirement.

# Hunger Free NJ's New Guide Helps Schools & Sponsors

October 2019

## Summer Meals for School Success:

A School District Guide to  
Participating in the Summer  
Food Service Program



A Program of  
Center for Food Action  
**Hunger Free  
New Jersey**  
*Fueling Change. Feeding All.*

Adele LaTourette, Director

[hungerfreenj.org](http://hungerfreenj.org)



# The Basics

Federally-funded program aimed at filling the summertime nutrition gap.

Sponsors receive per-meal reimbursement. Sites receive free meals.

Can be used to feed children enrolled in a program and/or open to any child who is hungry.



# More Basics

NJ Department of Agriculture provides sponsor training each year.

Sponsors must train site staff. Sites must accurately track meal counts.

Grants for start-up costs are available.

# Summer Meal Reimbursements

Type of Meal	Rural or Self-Prep	All Other Site Types
Breakfast	\$2.2975	\$2.255
Lunch or Supper	\$4.0325	\$3.9675
Snacks	\$.9525	\$.9325

# Smart Summer Meal Strategies

**Strategy 1: Start early and engage your school community.**

**Strategy 2: Develop community partnerships.**

**Strategy 3: Serve suppers during the school year.**



# Smart Summer Meal Strategies

**Strategy 4:**  
Sponsor community sites.

**Strategy 5:**  
Implement dual meal service.

**Strategy 6:**  
Pair food with fun activities.





# Smart Summer Meal Strategies

**Strategy 7:**  
Serve up healthy, tasty food.

**Strategy 8:**  
Tap into food banks.

**Strategy 9:**  
Serve supper in the summer.



## Strategy 10: Promote Summer Meals

Marketing the programs  
is key to success!

Start early and  
share often.

Use multiple channels  
to get the message out.



Brand It.

Give your program a catchy name.

Use engaging graphics.

Be consistent with positive messages.



# Team Up.

Tap into community partners to help spread the word.

Engage parents and students in outreach efforts.

Hold a community kick-off. Invite the media.



# Promotion Ideas

School newsletter, robo calls, flyers sent home to parents.

Display posters in high-traffic areas during the last month of school.

Post prominently on website, on signs in front of schools & social media pages.



# What else is in the guide?

Links to dozens of resources to make for easier implementation.

Answers to frequently asked questions.

NJ success stories & tips from NJ school officials.



# Resource

**New Jersey Food for Thought Campaign/Hunger Free New Jersey,** has created flyers and an outreach toolkit to help sponsors publicize their programs,  
[njfoodforthought.org/summermeals.](http://njfoodforthought.org/summermeals)

# Summer Meal Boosts – Resources

1

**The New Jersey Food for Thought Campaign:** Resources and grant opportunities

[www.njfoodforthought.org](http://www.njfoodforthought.org)

2

**The New Jersey Department of Agriculture** can provide guidance on planning and implementation.

Contact Tracii Butler at [tracii.butler@ag.state.nj.us](mailto:tracii.butler@ag.state.nj.us).



# Resources

3

**The American Dairy Association Northeast** provides technical assistance to school districts for equipment. Visit [www.dairyspot.com](http://www.dairyspot.com)

4

**Food Research & Action Center** provides implementation resources and other assistance. Visit [www.frac.org](http://www.frac.org).

Questions?



## Contact information

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